

WHAT IS CLAIMED IS:

1. A head end installation for multi-channel video feed broadcasting to a plurality of user TV receiver installations, comprising:

a transmitter for transmitting said multi-channel video feed to said user installations, and

a router for receiving a return link from a core IP network and regional terrestrial networks, said user TV receiver installations forming nodes of said terrestrial networks, said return link allowing user interactions to be received by said installation and thereby supported.

2. The head end installation of claim 1, wherein said transmitter is adapted for transmitting via a satellite relay.

3. The head end installation of claim 1, wherein said transmitter is adapted for terrestrial transmission.

4. The head end installation of claim 1, comprising an interactive server for managing interactive services to a given user.

5. The head end installation of claim 1, wherein said router is further adapted for sending a forward link via said core IP network and regional terrestrial networks.

6. The head end installation of claim 5, comprising WAN management functionality for managing said return link and said forward link over a wide area network (WAN) transmission medium.

7. The head end installation of claim 6, wherein said WAN is provided over a cable infrastructure.

8. The head end installation of claim 1, comprising an interactive server for managing interactive services to a given user, wherein said router is associated with said interactive server to modify data sent to an individual user in accordance with data received from said individual user via said return link.

9. The head end installation of claim 5, comprising an interactive server for managing interactive services to a given user, wherein said router is associated with said interactive server to modify data sent in said forward link to an individual user in accordance with data received from said individual user via said return link.

10. A method of operation of a head end installation for multi-channel video feed broadcasting to a plurality of user TV receiver installations, comprising:
transmitting said multi-channel video feed to said user installations, and
receiving a return link from a core IP network and regional terrestrial networks, said user TV receiver installations forming nodes of said terrestrial networks,
via said return link receiving user interactions, and
monitoring said received user interactions in relation to individual users.

11. The head end operation method of claim 10, comprising using said received user interactions to manage interactive services to a given user.

12. The head end operation method of claim 10, further comprising sending a forward link via said core IP network and regional terrestrial networks.

13. The head end operation method of claim 10, comprising managing interactive services to a given user, by modifying data sent to an individual user in accordance with data received from said individual user via said return link.

14. The head end operation method of claim 13, comprising managing interactive services to a given user, by modifying data sent in said forward link to an

individual user in accordance with data received from said individual user via said return link.